Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Original) A fuel dispensing system, comprising:

fuel dispensing equipment;

a user interface;

a display; and

a controller operably coupled to the fuel dispensing equipment, the user interface, and the display, the controller adapted to determine a manner in which a user will pay to dispense fuel and to display information on the display as a function of the manner in which the user will pay to dispense fuel;

wherein at least a portion of the display information is unrelated to the manner in which the user will pay to dispense fuel.

2. (Original) The fuel dispensing system of Claim 1, further comprising a network interface operably coupled to the controller and connectable to one or more programming providers; and

wherein the controller is adapted to obtain at least some of the displayed information from one or more of the programming providers.

3. (Original) The fuel dispensing system of Claim 2, wherein a plurality of programming providers are operably coupled to the network interface; and wherein the controller is adapted to obtain at least some of the displayed information from a plurality of the programming providers.

Applicant : Jacobs et al.   Attorney's Docket No.: 15828-155001 / PE-00-029A
Serial No. : 10/043,699
Filed   : January 9, 2002
Page   : 3 of 11

4. (Original) The system of Claim 1, wherein the information is selected from the group consisting of advertising, news, weather, sports, financial news, entertainment, Internet access, driving directions, and e-mail access.

Applicant : Jacobs et al.
Serial No. : 10/043,699
Filed : January 9, 2002
Page : 4 of 11

Attorney's Docket No.: 15828-155001 / PE-00-029A

5. (Currently Amended) A ~~computing system for use with a fuel dispensing system including fuel dispensing equipment, a user interface, and a display~~ method for dispensing fuel, comprising:

~~a medium for storing software instuctions;~~

~~instructions stored in the medium for~~ determining a manner in which a user of the system will pay to dispense fuel;

~~instructions stored on the medium for~~ obtaining information from one or more remote sources of information;

and

~~instructions stored on the medium for~~ displaying the information on the display as a function of the manner in which the user will pay to dispense the fuel;

wherein at least a portion of this information is unrelated to the manner in which the user will pay to dispense the fuel.

6. (Currently Amended) The ~~computing system of~~ method of Claim 5, further comprising:

~~instructions stored on the medium for~~ obtaining the displayed information from a plurality of remote sources of information.

7. (Currently Amended) The ~~computing system of~~ method of Claim 5 further comprising:

~~instructions stored on the medium for~~ obtaining the displayed information from a plurality of remote sources of information.

8. (Currently Amended) The method of Claim 7, further comprising:

obtaining at lease some of the information from a plurality of remote sources of information; and

selecting a subset of the information for display; according to ~~the~~ an identity of the user.

Applicant : Jacobs et al.
Serial No. : 10/043,699
Filed : January 9, 2002
Page : 5 of 11

Attorney's Docket No.: 15828-155001 / PE-00-029A

9. (Original) The method of Claim 7, further comprising:

displaying information on the display as a function of whether or not the user is a preferred customer.

10. (Original) The method of Claim 7, further comprising:

displaying information on the display as a function of the degree to which the user is a preferred customer.

11. (Currently Amended) The method of Claim 7, further comprising:

displaying information on the display as a function of the vehicle information for the user.

12. (Original) The method of Claim 11, wherein the information is selected from the group consisting of warranty information, servicing information, and manufacturer recall information for the customer's vehicle.

13. (Original) The method of Claim 7, further comprising:

displaying information on the display as a function of the display preferences for the user.

14. (Original) The method of Claim 7, further comprising:

maintaining a database comprising customer records that include customer identifiers and customer data.

15. (Original) The method of Claim 14, wherein the customer data comprises transaction data representative of how often the user has dispensed fuel using the system within a predetermined time period.

Applicant : Jacobs et al.
Serial No. : 10/043,699
Filed : January 9, 2002
Page : 6 of 11

Attorney's Docket No.: 15828-155001 / PE-00-029A

16. (Original) The method of Claim 14, wherein the customer data comprises transaction data, representative of how much money the user has spent dispensing fuel using the system within a predetermined time period.

17. (Original) The method of Claim 14, wherein the customer data comprises transaction data representative of how often the user has dispensed fuel using the system and how much money the user has spent dispensing fuel using the system within a predetermined time period.

18. (Original) The method of Claim 14, wherein the customer data includes demographic data representative of the characteristic of the user.

19. (Original) The method of Claim 14, wherein the customer data includes vehicle data representative of the identity of the user's vehicle.

20. (Original) The method of Claim 14, wherein the customer data includes display preferences of the user.

21. (Original) The method of Claim 14, further comprising:
retrieving one of the customer records associated with the user; and
processing the associated customer record to determine what to display on the display.

22. (Original) The method of Claim 7, wherein the information is selected from the group consisting of advertising, news, weather, sports, financial news, entertainment, Internet access, driving directions, and e-mail access.

Applicant : Jacobs et al.
Serial No. : 10/043,699
Filed : January 9, 2002
Page : 7 of 11

Attorney's Docket No.: 15828-155001 / PE-00-029A

23. (Original) The method of Claim 7, wherein the information is selected from the group consisting of warranty information, servicing information, and manufacturer recall information for the customer's vehicle.

24. (Original) The method of Claim 7, wherein determining an identity of a user comprises determining that the user fits a profile for generalized identification of customers.